Spring 4-2003

Big Brothers Big Sisters School-Based Mentoring Program Public Information/Recruitment Campaign

Jessica Leigh Neal

University of Tennessee - Knoxville

Follow this and additional works at: https://trace.tennessee.edu/utk_chanhonoproj

Recommended Citation
Neal, Jessica Leigh, "Big Brothers Big Sisters School-Based Mentoring Program Public Information/Recruitment Campaign" (2003). Chancellor's Honors Program Projects.
https://trace.tennessee.edu/utk_chanhonoproj/673

This is brought to you for free and open access by the Supervised Undergraduate Student Research and Creative Work at TRACE: Tennessee Research and Creative Exchange. It has been accepted for inclusion in Chancellor's Honors Program Projects by an authorized administrator of TRACE: Tennessee Research and Creative Exchange. For more information, please contact trace@utk.edu.
UNIVERSITY HONORS PROGRAM

SENIOR PROJECT - APPROVAL

Name: Jessica Neal
College: Communications
Department: Public Relations
Faculty Mentor: Dr. Lisa Fall

PROJECT TITLE: Big Brothers Big Sisters School-Based Mentoring Program
Public Information/Recruitment Campaign

I have reviewed this completed senior honors thesis with this student and certify that it is a project commensurate with honors level undergraduate research in this field.

Signed: [Signature], Faculty Mentor
Date: 4/28/03

Comments (Optional):
School-Based Mentoring Program
Public Information/Recruitment Campaign

Jessica Neal
May 7, 2003
# Table of Contents

Introduction .................................................. 3
Executive Summary .......................................... 4
  a. Problem Statement .................................... 4
  b. Overview of Method and Results for Research Performed
  c. Overview of Conclusions ............................. 4
Research Needs ............................................... 6
  a. Problem Statement .................................... 6
  b. Situation Analysis .................................. 6
Research Goals .............................................. 9
Research Objectives ......................................... 11
Hypothesis and Research Questions ..................... 13
Research Strategies ......................................... 16
Results ....................................................... 19
Implications of Results .................................. 21
Proposed Public Relations Plan ......................... 23
  a. Goals ................................................ 23
  b. Objectives ......................................... 23
  c. Strategies ......................................... 23
  d. Tactics ............................................ 23
Communications Tools .................................... 28
  a. Overview .......................................... 28
  b. Letters to Campus Organizations .................... 28
  c. Media Kit ......................................... 28
  d. Brochure .......................................... 28
  e. Poster and Flyer ................................... 28
Campaign Timeline .......................................... 41
Budget ....................................................... 43
Evaluation Methods ......................................... 45
  a. Overview .......................................... 45
  b. Open-Ended Questionnaires ......................... 45
Conclusion .................................................. 49
Appendices .................................................. 51
  a. Campus Media Contact List ........................ 51
  b. University Housing Contact Information ......... 51
  c. Campus Contact Information ...................... 51
  d. Residence Hall Statistics ........................... 51
  e. Statement of Limitations ........................... 51
  f. References ........................................ 51
  g. Abstract ......................................... 51
  h. Presentation Visuals ............................... 51
Little Moments. Big Magic. The mission of Big Brothers Big Sisters of Tennessee Valley is to make a difference in the lives of children who are in need of positive role models. Since 1971, BBBS of Tennessee Valley has been working to provide qualified mentors for children in Knox, Blount, Anderson, Loudon, Roane, and Scott Counties.

Its School-Based Mentoring Program provides a unique mentoring opportunity that encourages volunteers to spend an hour a week with a “Little” at their school. Now, the program, currently offered in four area schools, is looking toward expansion. With this expansion will come an increased need for “Bigs.”

This is the problem I was faced with in producing this campaign, and I have developed a path to a solution. The following campaign will supply BBBS with the “Bigs” it needs for the School-Based Mentoring Program by reaching out to on-campus residents at the University of Tennessee. UT students represent a variety of backgrounds and possess the knowledge needed to touch the lives of these “Littles.”

Through this campaign, BBBS will be able to reach the UT on-campus community and recruit volunteers as never before.
Executive Summary
Executive Summary

Problem Statement
Big Brothers Big Sisters needs to improve awareness within the UT community in order to gather more “Bigs” for its school-based program to fill current and future needs.

Overview of Methods and Results of Research Performed
In order to gauge current support of the Big Brothers Big Sisters School-Based Mentoring Program, a focus group was conducted to determine student knowledge and opinions. The moderated focus group format was determined to be the ideal method to reveal student opinions, as it allowed for free flow of feelings as well as information. A few personal interviews were also performed to fill in any holes in the information gathered at the focus group. The information I was seeking ranged from how students gather information about extra curricular activities to what students already knew of the school-based program. During the course of the focus group, I discovered a fairly high level of interest in volunteer activities. Students also displayed an eagerness to participate if more information is made available. It was determined that students gather much of their information from face-to-face contact and also from media such as flyers and articles in the campus newspaper.

Overview of Conclusions
It was determined that Big Brothers Big Sisters was not utilizing a potentially large audience in on-campus residents. By fulfilling the audience’s informational needs through their residence halls and the UT Residence Outreach in the Community of Knoxville program, on-campus residents could become a valuable resource.

Reaching out to this new audience by providing information through UT R.O.C.K., residence halls, and an informational campaign, BBBS will be able to fill the need generated by the expansion of its school-based program.